
Authorities Budget Office Policy Guidance



Authority Mission Statement and Performance Measurements

Name of Public Authority: Tioga County Local Development Corporation

Public Authority's Mission Statement:

The Tioga County Local Development Corporation (TCLDC) is directly responsible for the support, guidance, and oversight of the Tioga County Tourism Office, the official designated Tourism Promotion Agency (TPA) for Tioga County in the State of New York. The Tioga County Tourism Office's mission is dedicated to growing the tourism industry of Tioga County by promoting its attractions, the rural character, quality of life, and charm of the County to attract out-of-county visitors.

Date Adopted: October 1994

List of Performance Goals (If additional space is needed, please attach):

- Increase sales tax revenue
- Increase attendance at events
- Increase bed tax revenue
- Encourage local government officials to plan for tourism needs and capitalize on local tourism resources.
- Encourage, assist and coordinate, where possible, tourism activities of local and area promotional organizations
- Assist in the economic development goals to which tourism can contribute.
- Raise the general public's awareness of the tourism assets of our area/region.

These goals are achieved by marketing, advertising and public relations efforts to attract the maximum number of visitors to Tioga County based on existing attractions, services, and events, and offering marketing resources and assistance to new tourism businesses. Marketing services include websites such as www.visittioga.com, brochure distribution, calendar of events, an 800#, welcome bags, public/media relations, a visitor's center and regional and state associations.